

Message Text

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UNCLAS BRUSSELS 03483

E.O. 11652:N/A
TAGS:BEXP, XB, XM, XT, BE
SUBJECT: UNDER-SECRETARIAL TASK FORCE ON U.S. FOOTWEAR INDUSTRY:
MARKET RESEARCH REQUEST

REF: (A) STATE 43952 NOTAL; (B) 1977 BRUSSELS 16005 NOTAL

1. WE ARE SOMEWHAT SURPRISED AT BEING SELECTED AS "HAVING GOOD CURRENT OR FUTURE POTENTIAL" AS A MARKET FOR THE U.S. FOOTWEAR INDUSTRY. REF B, OUR LATEST SUBMISSION ON THIS SUBJECT, ASSUMED BELGIUM WAS NOT RPT NOT A PARTICULARLY ATTRACTIVE MARKET AND OUR SOUNDINGSSEEMTO CONFIRM THIS VIEWPOINT.
2. REF B STATED, HOWEVER, THAT THE INTERNATIONAL TRADE MART IN BRUSSELS MIGHT OFFER SOME PROMOTIONAL POSSIBILITIES TO US FIRMS MARKETING WEARING APPAREL AND FURNISHINGS, INCLUDING FOOTWEAR. THE TRADE MART, IN SPITE OF ITS LOCATION, THOUGH, DOES NOT FAVOR BELGIUM AS A MARKET BUT CONCENTRATES ON THE EEC AND OTHER EUROPEAN COUNTRIES AS A GENERAL MARKETING AREA.
3. IN VIEW OF THE ABOVE, WE WOULD RECOMMEND CONSIDERATION OF A MARKET STUDY ENCOMPASSING THE ENTIRE EEC, OR AT LEAST THE NORTHERN TIER, INSTEAD OF JUST BELGIUM AND HOLLAND AS INDICATED IN REF A. THERE ARE A NUMBER OF FIRMS IN BRUSSELS CAPABLE OF DOING THE

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NECESSARY RESEARCH, AND WE WOULD ATTEMPT TO SEE TO IT THAT ITBE COMPLETED BY APRIL 7. OTHERWISE, U.K. FIRMS APPEAR TO BE MOST COMPETITIVE IN BIDDING ON SUCH STUDIES.

4. IF THE DEPARTMENT WISHES A STUDY OF BELGIUM AS A POTENTIAL MARKET, WE WOULD ALSO RECOMMEND CONTRACTING ITOUT, WHICH WOULD, WE PRESUME, ALLOW IT TO BE COMPLETED BY APRIL 7. WE WOULD NOT RPT

NOTBEABLE TO DO SUCH A STUDY USING OUR OWN RESOURCES BY THAT DATE
WITHOUT SACRIFICING ESSENTIAL CCP AND CERP COMMITMENTS. WE ESTIMATE
WE WOULD NEED AT LEAST AN ADDITIONAL MONTH TO DO THE NECESSARY
RESEARCH "IN HOUSE" WITHOUT CAUSING MAJOR EMBARRASSMENT IN TERMS
OF THOSE COMMITMENTS. EVEN WITH A MAY 7 DEADLINE, CCP CAMPAIGNS
AND ACTIVITIES WOULD SUFFER. WHICH CAMPAIGNS AND ACTIVITIES WOULD
BE MOST AFFECTED WOULD DEPEND ON WHICH OFFICER WAS ASSIGNED TO DO
THE MARKET STUDY.

CHAMBERS

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